


# CONGO BILL

KING OF THE JUNGLE



## CONGO BILL

KING OF THE JUNGLE

**NOTE:**

This space  
in the one-  
sheet will be  
filled by  
separate scenes  
and titles for  
each chapter of  
"Congo Bill."

This Is Your  
**ONE-SHEET**

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Based upon the comic strip, "Congo Bill,"  
appearing in "Action Comics" magazine,  
created by WHITNEY ELLSWORTH

with  
**DON MCGUIRE**  
(as Congo Bill)

**CLEO MOORE**  
**JACK INGRAM**  
**L. STANFORD JOLLEY**

Screenplay by  
GEORGE H. PLIMPTON, ARTHUR WOOD, and LEWIS CLAY  
Directed by SPENCER BENNETT and THOMAS CARP  
Produced by SAM KATZMAN  
A COLUMBIA SUPER-SERIAL RELEASE

**SUPER-SERIAL ACTION**  
**SHOWMANSHIP**



Still No. Cleo Moore 44

## 'CONGO' QUEEN CLEO MOORE ATTRACTS ADULT AUDIENCES!

Blonde charmer Cleo Moore, top-featured in "Congo Bill," can lure adult admirers to your theatre! Show "Congo Bill" chapters at night, and drum up adult attention to the star through widespread use of her stills, as well as by working the stunts suggested here. Stills of Miss Moore are available at National Screen, and newspaper files!



Still No. Cleo Moore 67

**BEAUTY CONTEST:** Cleo Moore wears a soring through-out most of "Congo Bill," your cue for a "Jungle Queen Beauty Contest!" Stunt might be worked with judging taking place onstage, or through audience applause. Or it might be worked via the amateur snapshot route, with photos of girl entrants—wearing soring—posted in your lobby for audience balloting. Try for cooperation of newspaper, camera shop, travel agency, resort wear store, etc.

**LOBBY DISPLAYS:** Going after adult audiences with evening showings of "Congo Bill?" Make up two lobby displays from Cleo Moore stills, alternating them from week to week. First of the displays should be a montage of Cleo Moore stills, along with a poster from the serial. Second might be a blow-up, cutout and colored figure of Miss Moore, Still No. Cleo Moore 8 (center). Plant it next to a one-sheet poster with your evening dates added.



Still No. Cleo Moore 8

**LIP-PRINTS:** Use close-up Still No. Cleo Moore 67 to spork a "Perfect Lip," or "Glorious Kiss" contest. The girls can make their lipstick impressions on folded tissues, sign their names and hang on a lobby board. Audience votes for the most kissable lips can be by ballots placed in a box in the lobby or by a panel of local beauticians, women's page editors, etc.

**FEM APPEAL:** Distribute promoted orchids to the first 50 women attending your first chapter showing . . . jungle-styled gorment displays in shops . . . letter-writing contests for women: "Why I Would Like to Be a Jungle Queen Like Cleo Moore in 'Congo Bill!'"

**LOCAL CLEO'S:** Invite all local girls named Cleo to attend the first showing of "Congo Bill" as your guests. Ask for identification proof. Publicize the invitation through local newspapers.

## Dress Up Your Theatre!

"Congo Bill," with its African theme, offers you an opportunity to create dazzling jungle atmosphere in and around your theatre during, or in advance of, each chapter's showing. Take advantage of such decorative and promotional devices as:

**FRONT, MARQUEE:** An eye-catching front and marquee featuring African flora and fauna. Use bamboo for decorative spots, around stills, etc. Use cutouts of animals and enlarge the art stills. If available, display African animal skins—lions, leopards, etc.—elephant tusks, and what have you, in the lobby.

**STREET BALLY:** Send a man, dressed as an African warrior, through the main shopping centers, beating on jungle drums and carrying a sign: "They're Beating the Drums for 'Congo Bill.' State Theatre! Now!" Or, tour a man dressed in jungle explorer's costume, with the sign: "See Darkest Africa with 'Congo Bill.' State Theatre! Now!"

**COSTUME STAFF:** Your theatre staff might be dressed in jungle explorer costumes, with shorts, short sleeve shirts and pith helmets, bearing title and playdates on the front.

**JUNGLE RECORDS:** Over your p.a. system—outside and in lobby—pipe recorded African music, the jungle sounds of animals and warriors, etc. These sounds are available on records. African warriors—Record No. 5184B; jungle drums—No. 5028B; animal roars—5018A and elephants—No. 4023B. Order records you want at \$2.00 each, from: Thomas J. Valentino, Inc., 150 West 46th St., New York 36.

**AFRICAN MAP:** In addition to stills and posters, place a large map of Africa in your lobby, with stills and credits. On the map, trace with crayon the safari of Congo Bill, roughly estimated, in search of the white jungle queen.

**CONTEST:** Hold "Congo Bill Contest" for the youngsters, offering prizes or promoted merchandise to children who come to the theatre in the most vivid African tribal garb. Suggest they carry decorated shields, spears, bells on their ankles, beads, etc.

# Roaring Super-Serial Adventure!

## 1. The Untamed Beast

Tom and Bernie MacGraw (Stephen Carr, I. Stanford Jolley), co-managers of the Culver Circus and administrators of a \$100,000 trust fund, have been holding the money for any surviving heir of Les Culver, original founder of the show, who, with his party, mysteriously disappeared in Africa almost twenty years ago. Culver's daughter, Ruth, a baby at the time, was among those who vanished. According to the trust terms, the MacGraws will acquire the money unless an heir appears within the next year. Tom tells Bernie he has heard from Andre Bocar (Leonard Penn), a trader in Ica, Africa, of the rumored existence of a white queen in the interior. He plans an expedition there, Bernie tries to eliminate his brother by clubbing him into unconsciousness and dragging him close to the cage of a dangerous gorilla. Congo Bill (Don McGuire), wild animal trainer and jungle specialist, rushes to the rescue but is waylaid by two assassins.

## 2. Jungle Gold

Congo Bill's attackers are frightened off and he continues to the aid of the badly injured Tom. Before Tom dies, he asks Bill to find Ruth Culver, the missing heiress. If at all possible, Bernie and his accomplice, Morelli (Hugh Prosser), worried about Congo Bill's aspirations, plan to do away with him. Morelli, expert knife-thrower, hurls a knife at a man thought to be Bill standing on the bridge. The figure falls to his death!

## 3. A Hot Reception

The man killed turns out to be a circus watchman. Bernie sends Bill to Africa after wild animals and wires Bocar to have him disposed of when he arrives. Bill meets a man who has information on the Culver expedition. But the man is murdered, and two of Bocar's men trap Bill as he searches for evidence!

## 4. Congo Bill Springs a Trap

Congo Bill is saved by an unseen man. Bill heads his safari toward the forbidden valley of Nama to look for the mysterious white queen; he chooses, as a youth, Kahlia (Neyla Morrow), as his gun bearer. Bocar men speed past the group, shooting indiscriminately. Bill and Kahlia race after them, when suddenly their car is caught in an explosion!

## 5. White Shadows in the Jungle

The unseen/evil Bill rescues Kahlia from the wreck. As the safari pushes closer to the forbidden land, Lureen (Cleo Moore), the white queen of Nama Valley, orders Tonata (Stanley Price) to capture the white man. The witch doctor, Nagoo (Frank Lackteen), tells Tonata to kill the whole group, lest they learn of his illicit gold shipments to Bocar. Bill and Kahlia are attacked by Tonata; Kahlia stumbles and, as Bill bends to help him, a huge rock falls.

## 6. The White Queen

Congo Bill pulls Kahlia to safety as the boulder hurtles by. The mysterious stranger escapes off the parading tribesmen. Soon afterwards, Lureen's lion attacks Bill and, when she treads his wounds in her tent, Bill discovers that she is Ruth Culver! Tonata and Nagoo plan to sacrifice Bill. Threatened from all sides, Bill and Lureen attempt to cross a quicksand swamp.

## 7. Black Panther

The stranger and Kahlia save Bill and Lureen from the quicksand. She remains with her tribe, while Bill continues the search for the stolen Culver letter. Kahlia, serving as lookout while Bill ransacks Bocar's house for the letter, is knocked out by Bocar's henchmen. Bill escapes capture. Kahlia revives but springs a trap which throws him into a pit containing a wild, black panther!

## 8. Sinister Schemes

Congo Bill saves Kahlia from the panther. Bernie and Morelli arrive from the States. Meanwhile, Bill is captured and placed under an elaborate torture mechanism. Attempting his rescue, Kahlia is knocked out and Bill moves steadily closer to reviving Kahlia and rescuing her.

## 9. The Witch Doctor Strikes

Bill is saved by the stranger. Bocar, seeking to make peace with Bill, proposes that Congo Bill head a new safari organized for Bernie. Bill decides to play along. Tonata's tribesmen attack them and Nagoo promises not to harm them, but asks that the expedition take back to Bocar certain goods, really gold he is smuggling. Bill is captured when he trails Nagoo to a sacred temple. Bowmen string their arrows and let fly.

## 10. Trail of Treachery

Bill escapes death when Kahlia topples a stone idol in the path of the arrows. Nagoo agrees to commute the death sentence. The expedition leaves for Ica, carrying the concealed gold. Bocar plans to hijack the safari at night to obtain the gold, but Lureen sees him and is seized. Attempting to free Lureen, Bill is caught in a noose. Congo Bill is hanging helplessly, head down, when a Bocar man fires at the hanging figure, which suddenly goes limp.

## 11. A Desperate Chance

Having only pretended to be hit, Bill frees himself and releases Lureen. Cameron, the mysterious stranger, and Kahlia are captured at Bocar's hideout. Congo Bill goes after his friends. Kahlia, who has escaped, intercepts Bill and leads him to Cameron. Bernie and Morelli knock out Kahlia, then overpower Bill and Cameron, rendering them unconscious. A fire sets off some nearby explosives!

## 12. The Lair of the Beast

Congo Bill regains consciousness a few moments before the explosion and drags Cameron to safety. Kahlia manages to join them. Lureen decides to return to Nama and see that the witch doctor is punished; she is captured by Nagoo. Congo Bill's party splits in two in the jungle, and Cameron is captured by Nagoo's tribesmen. Nagoo hypnotizes Cameron into attempting to stab Bill.

## 13. Menace of the Jungle

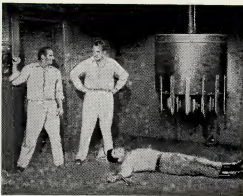
Cameron only pretends to kill Congo Bill because he is being rescued by Nagoo, who has followed him. Bill and his friends rescue Lureen. Bocar kills Nagoo, and then, with his allies, heads back for Ica. Bernie and Bocar quarrel over the gold and there is a split between the two factions. Bernie and Morelli try to eliminate Lureen by letting a gorilla into her room.

## 14. Treasure Trap

Congo Bill arrives in time to save Lureen from being killed. Two of Bill's friends are captured by Bocar men and are taken to Bocar's hideout to be questioned. Congo Bill and Kahlia follow and free the prisoners, whom Bocar has tied up in the hot sun to loosen their tongues. Bill starts out to locate the hiding place of the gold. Bill is caught in a deadly trap, while one of Bocar's men starts to prevent rescue!

## 15. The Missing Letter

Bill is saved by Cameron but the small party is trapped with the arrival of additional Bocar men. Bocar sets off a blast by remote control but destroys only his own men. Bocar is seized and Cameron, taking charge of him, reveals himself as a member of Colonial Intelligence working on the theft of the gold, which was stolen from the government. Bernie and Morelli seize Congo Bill and Lureen but Bill manages to free himself and subdue his enemies. Bill and Lureen leave for the States, promising a bigger circus than ever.



"Congo Bill" Mat 2-B

JUNGLE ADVENTURER DON MCGUIRE seems headed for unique action in Columbia's super-serial reprint, "Congo Bill," at the Theatre every week. McGuire plays the title role. Cleo Moore is featured.

## CAST AND CREDITS

Congo Bill	Don McGuire	Zala	Armiida
Lureen	Cleo Moore	Morelli	Hugh Prosser
Cameron	Jack Ingram	Kahlia	Neyla Morrow
Bernie MacGraw	Stanley Price	Willsie	Fred Graham
	I. Stanford Jolley	Iron	Betty Westcott
Andre Bocar	Leonard Penn	Rogan	Anthony Warde
Dr. Greenway	Nelson Leigh	Tom MacGraw	Stephen Carr
Kleeg	Charles King		

Screenplay by George H. Plympton, Arthur Hoell, Lewis Clay; Based upon the comic strip, "Congo Bill," appearing in the magazine, "Action Comics," created by Whitney Ellsworth; Directed by Spencer Bennet, Thomas Carr; Assistant Director, R. M. Andrews; Director of Photography, Ira H. Morgan, A.S.C.; Art Director, Paul Palmestier; Film Editor, Earl Turner, Dwight Caldwell; Set Director, Sidney Clifford; Musical Director, Mische Balentine; Production Manager, Herbert Leonard; Sound Engineer, Josh Westmoreland; Produced by Sam Katzman; A Columbia Super-Serial Reprint.

## STORY

(Not for Publication) Congo Bill (Don McGuire), wild animal and jungle expert, undertakes to deliver a letter to Ruth Culver, heiress to the Culver Circus fortune, missing in Africa. There, he learns of the rumored existence of a white queen in the jungle. His safari is beset by many dangers including the henchmen of Andre Bocar (Leonard Penn), African trader, secretly in league with Bernie MacGraw (I. Stanford Jolley), who hopes to inherit the fortune himself. Bill is added by a mysterious stranger, Cameron (Jack Ingram), Congo Bill meets Lureen (Cleo Moore), the white queen, and discovers she is the missing circus heiress. The queen's witch doctor, who is shipping illicit gold to Bocar, tries to do away with Bill. With the aid of Cameron, who turns out to be a member of Colonial Intelligence seeking the gold, Bill recovers the precious metal and traps Bernie and Bocar and his gang. He and Lureen return to the States to sponsor a bigger and better circus than ever.

## Official Billing

## CONGO BILL King of the Jungle

Based upon the comic strip, "Congo Bill," appearing in "Action Comics" magazine created by WHITNEY ELLSWORTH 100% 40% 10%

with  
**DON MCGUIRE CLEO MOORE**  
(as Congo Bill) 40%

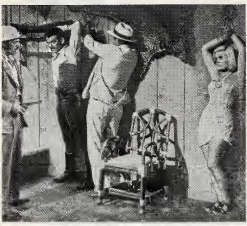
**Jack Ingram • I. Stanford Jolley** 25%

Screenplay by GEORGE H. PLYMPTON, ARTHUR HOELL and LEWIS CLAY 15%

Directed by SPENCER BENNET and THOMAS CARR 15%

Produced by SAM KATZMAN 15%

A COLUMBIA SUPER-SERIAL REPRINT 15%



"Congo Bill" Mat 2-A

DON MCGUIRE and CLEO MOORE are captured by gold-seeking villain in Columbia Pictures' super-serial reprint, "Congo Bill," seen every week at the Theatre.

## Important!

One additional publicity scene — one-column Mat 1-A — appears in Special Mat No. 1 on page 6.

## Perils of Jungle Spark Congo Bill Serial Adventure

(Advance)  
Blazing jungle adventure is to be found in Columbia Pictures' exciting super-serial reprint, "Congo Bill," whose first chapter opens . . . at the Theatre, with a new episode every . . .

The action-studded serial features Don McGuire as the swashbuckling lord of the jungle are chronicled in suspenseful fashion. "Congo Bill" has all the ingredients of a top-notch jungle drama, with the hero battling savage tribesmen, greedy white men and wild animals in his search for a missing heiress, the curvaceous Miss Moore who was last seen in Columbia's "Over-Exposed."

"Congo Bill," with its action, train and jungle spectacle, leads a safari after the long-lost heiress of the Colver Circus fortune. She is believed to be missing since babyhood somewhere in Africa, white queen of a jungle tribe deep in the interior. Trying to keep Congo Bill from succeeding in his desperate assignment are the Claret Circus manager who is slain; a crooked doctor who is the witch doctor of the tribe; and the white queen's husband, who is slain. Congo Bill is engaged in a shipwrecked pilot to an African trader.

"Congo Bill" provides a sensational safari, with action, train and jungle spectacle, and amazing wild animal action certain to leave its viewers left with excitement.

George H. Plympton, Arthur Horner and Lewis Clay wrote the screen play; Spencer Bennet and Thomas Carr directed; Sam Katzman produced.

## Stunts in Congo Bill Not 'Fakes' to McGuire

Fans who pooh-pooh exciting sequences in motion pictures, in which the leading characters are endangered, don't always know the facts. Actually, stars have often risked injury even though every precaution was taken. For instance, rugged Don McGuire was painfully injured by an arrow during the filming of Columbia Pictures' exciting serial reprint, "Congo Bill," on view at the Theatre every . . .

McGuire plays the title role as the mighty king of the jungle and beautiful blonde Cleo Moore is featured as an African jungle queen.

The accident occurred during a sequence in which Congo Bill is ambushed by African tribesmen. McGuire was to hide beneath a rock while the natives shot poison arrows at him. One of the arrows, rubber-tipped and fired by a special effects man, glanced off the rock, the tip fell off and the wooden shaft struck McGuire on the forehead, directly between the eyes. The wound required five stitches.

The injury, however, didn't put McGuire out of commission. He returned shortly to face such other harrowing scenes as a fierce gorilla, a couple of savage lions, a panther pit, quicksand, an avalanche and a score of primitive hoodlums.

## 'Congo Bill' Action A Puzzling Problem For Serial Writers

Unlike the ordinary writer, a serial scripter must start and end his story fifteen times before he can write "Final Act" and that's no easy task, says George H. Plympton, who helped write Columbia Pictures' new serial reprint, "Congo Bill," featuring Don McGuire and Cleo Moore at the Theatre.

Serial scripters Plympton, poses a very special problem, what with the innumerable trances and exits that mark the 15-chapter cliffhangers.

In "Congo Bill," for example, Don McGuire and his screen-play associates, Arthur Horner and Lewis Clay, manage to get McGuire in so many perilous places that not even *Lloyd's* of London would have risked a bit against his chance of survival.

Congo Bill is, successively, chased by a gorilla, a crocodile, an expert knife thrower, bombed in a car, caught in an avalanche, trapped in quicksand, and then, by a crocodile, harassed by savage tribesmen, and trapped in a cave-in, among other things. Plympton and his colleagues manage to rescue him ingeniously.

And this is to say nothing of the hair-raising scenes of the voluptuous Miss Moore, who plays a white jungle queen.

"Not only must the stories be plausible," asserts Plympton, "but the methods of contriving dilemmas and escapes must be convincing. And there must be fourteen heart-thrilling cliffhangers before the film is completed."

Plympton points out that the serial is a medium peculiarly all of the juvenile population of the U. S. has at one or another been a serial addict.

"Congo Bill," which appears in the "Action Comics" magazine comic strip created by Whitney Ellsworth. The film was co-directed by Spencer Bennet and Thomas Carr for producer Sam Katzman.

## Mysterious Africa

The serial based on "Action Comics" magazine comic strip, "Congo Bill," created by Whitney Ellsworth, also features Jack Ingram and Lewis Clay. Jolley in important roles. The screenplay was written by George H. Plympton, Arthur Horner and Lewis Clay. Spencer Bennet and Thomas Carr co-directed for producer Sam Katzman.

## Mysterious Africa

The teeming, mysterious jungles of Africa provide the fabulous background for Columbia Pictures' super-serial reprint, "Congo Bill," whose first thrilling installment will be shown at the Theatre starting . . .

Succeeding chapters will follow each . . . With Don McGuire in the title role as the mighty jungle hero and luscious blonde Cleo Moore as an African jungle queen, "Congo Bill" also features Jack Ingram and I. Stanford Jolley. Based on "Action Comics" magazine comic strip, "Congo Bill," created by Whitney Ellsworth, the screen play was fashioned by George H. Plympton, Arthur Horner and Lewis Clay. Spencer Bennet and Thomas Carr co-directed for producer Sam Katzman and Columbia Pictures.

## 'Congo Bill' Jungle Serial Promises Bazing Thrills



Met-C

**FIGHT FOR LIFE** Don McGuire, fighting off a knife thief, plays the title role in Columbia Pictures' "Congo Bill," reprint serial at the Theatre every . . . with Cleo Moore.

## Cleo Moore Jungle Girl In Congo Bill' Serial

Blonde and vivacious Cleo Moore, whose eye-filling figure and many-faceted personality have made her one of the most exciting stars in Hollywood, can currently be seen as a white African jungle queen in Columbia Pictures' action-packed serial reprint, "Congo Bill," at the Theatre.

Chapters of the serial, which features Don McGuire in the title role, are on view each . . . The attractive Miss Moore is something of a rarity among screen charmers. Despite her provocative beauty, she has a deep interest in matters somewhat far removed from Hollywood. For example, you might find her, nails in mouth, hammering away on a house under construction. Or hanging a potting plant as she painted herself, at the Hollywood Friar's Club for actors. Or in the center of a hot political debate.

A former daughter-in-law of the late Huey Long, Cleo is a student of politics. She is a builder and seller of homes in California. She is considered a talented portrait painter, and she is an ardent student of the Howard and Lewis Clay. Spencer Bennet and Thomas Carr co-directed for producer Sam Katzman.

Her patience and persistence paid off. A highly dramatic portrait opposite Hugo Haas in "My Neighbor's Wife," made her a name in all the studios. She has since starred in "Strange Fates."

## Jungle Serials Ends

Columbia Pictures' super-serial reprint, "Congo Bill," reaches its sensational climax when the last chapter is shown at the Theatre . . . Don McGuire in the title role as the mighty jungle hero and luscious blonde Cleo Moore as an African jungle queen, Jack Ingram and I. Stanford Jolley have key roles. Spencer Bennet and Thomas Carr co-directed for producer Sam Katzman and Columbia Pictures.

(Review)

The first chapter of Columbia Pictures' azzling reprint serial safari into darkest Africa, "Congo Bill," roared into the screen of the . . .

Theatre yesterday, thrilling viewers with unparalleled jungle adventure. Succeeding chapters of the thrill-studded Columbia reprint, which stars rugged Don McGuire in the title role and luscious Cleo Moore as a white African queen, will follow every . . .

The bar-hopping serial is based on the "Action Comics" magazine comic strip, "Congo Bill," created by Whitney Ellsworth. It has everything: the background of a steamy, mysterious jungle; wild and deadly animals; savage, superstitious tribesmen; deep, dark, haunted white men; a voluptuous African queen, and a hero mighty enough to vanquish them all. "Congo Bill" features hair-raising encounters with beasts of the jungle, man and animal, and a hero mighty enough to vanquish them all.

The mighty cartoon jungle hero, Congo Bill, is caught up in a search for a fabled white . . .

The reprint was directed by Spencer Bennet and Thomas Carr from a screen play by George H. Plympton, Arthur Horner and Lewis Clay. Sam Katzman produced.

Cleo admits aspiring young actors: "Take it easy!" She warns that they face their greatest danger when being pushed too rapidly, and believes that sometimes an actor is far better off being held back, than allowed to rise too fast.

In the sizzling screen safari, "Congo Bill," Cleo plays a fabled white queen of an African tribe. McGuire, as the swashbuckling Congo Bill, defies the terrifying dangers of the jungle to find her. Jack Ingram and I. Stanford Jolley are also featured.

The hard-bitching serial is based on the "Action Comics" magazine comic strip, "Congo Bill," created by Whitney Ellsworth. The Columbia reprint was directed by Spencer Bennet and Thomas Carr from a screen play by George H. Plympton, Arthur Horner and Lewis Clay. Sam Katzman produced.

When lovely, blonde Cleo Moore was informed . . . she had been cast as the white queen of an African tribe in Columbia Pictures' exciting super-serial reprint, "Congo Bill," at the Theatre . . . she drew a deep breath and found her best regal look. Cleo had been a queen before; she had been chosen high school queen three successive years; high school football queen; and Future Farmers of America Queen of San Fernando Valley. Don McGuire plays the title role as the mighty king of the jungle.

## Jungle Roars Real

No less than sixty African lions are the stars of Columbia Pictures' thrilling super-serial reprint, "Congo Bill," now on view at the . . .

The beasts, obtained from a jungle compound at Thousand Oaks, were used in jungle scenes and also in a scene shown earlier in the film. "Congo Bill," which stars Don McGuire in the title role and voluptuous Cleo Moore as the African jungle queen, stresses unparalleled jungle spectacle and amazing wild animal action.

Met-1-B  
BAGGING LIONS and other jungle animals contend Don McGuire in Columbia Pictures' reprint serial, "Congo Bill," at the Theatre every . . . with Cleo Moore.



# Club Cards for Youngsters!

Attract the younger set to "Congo Bill" by printing and distributing club cards like the one shown here. Print in color on colored cardboard stock for eye-catching two-color effect! If you wish, club cards can be consecutively numbered in printing, for a "lucky numbers" contest. Offer a promoted bicycle as a prize at the end of the serial showing to the "lucky number" card which has been punched all fifteen times; thus, a youngster not only gets to see the last chapter free after having seen the previous fourteen, but he also stands a chance to win the bicycle. Weekly "lucky number" contests might include the giving-away of prizes like promoted sundaes and sodas, or other merchandise, to "lucky number" card holders after they have attended a chapter showing, or guest admission if their card numbers are posted in your theatre lobby the day of the chapter showing.



Order Mat 2-C (same size as shown) from your nearest National Screen Service exchange.

## STILLS

Available at National Screen for your campaign: 1) 20 horizontal; 2) 5 uprights; 3) art stills (ad and poster art photos); 4) publicity-exploitation set (stills used in press-book publicity and exploitation).



Still No. Art 1



Still No. Art 2



Still No. Art 3

## 'CONGO' TIE-UPS

Nearly every store in your town has merchandise that relates in some way to jungle animals and Africa. Cooperate with these stores in promoting "Congo Bill." Men's fashion stores have animal skin hot pants, ties, belts. Art stores are selling many African items, including African woodwork and ceramics that have found a new popularity in this country. Book stores have many books on Africa, for youngsters and for adults. Jewelry shops might display ivory carvings and jewelry African in design. Shoe stores could display alligator shoes. House furnishing and furniture stores have draperies, living room suites and rugs showing African influence. Make sure to provide cooperating merchants with stills and posters with your playdate for their window displays.

## ART CONTEST

With the cooperation of a grammar or high school, newspaper, television or radio station, conduct a children's art contest, using wild jungle animals as the subject. Have the best drawings pasted in your lobby and award promoted prizes to the winners, as selected by a panel of art teachers.

## HERALD HANDOUT

Use Ad Mat Na. 202, available in Special Mat Na. 1 or separately from National Screen, as the basis for a herald. Book of handout might contain dealer ad to defray expenses.

## ADVANCE TRAILER

The suspense, action and adventure of the serial gives this sack trailer box-office appeal. Order from National Screen Service.

## CONGO EARTH

An attention-getting handout can easily be arranged by printing up a quantity of small envelopes with the following message: "'Congo Bill' Souvenir! Dirt from the Congo... the Land of Mystery and Jungle Adventure...!" Add your complete picture, theatre and playdate credits. Put a pinch of ordinary dirt into each envelope before distributing them around town via street bally.

## RADIO SPOT

15 SECONDS: "Congo Bill!" Brings you jungle thrills! Jungle savagery! Jungle adventure! "Congo Bill!" Follow the mighty king of the jungle in his search for a fabled African queen. See Columbia Pictures' exciting jungle super-serial reprint, "Congo Bill!" With Dan McGuire and Cleo Moore! State Theatre! A new thrilling chapter every...

## Valance!

Add to the effectiveness of your marquee by using this 3' x 9' silkolene flash piece every time you play a new episode. Priced at \$9.75, a mere 65c per chapter, it can be ordered direct from: National Flag Company, 43 West 21st Street, New York 10, N. Y.



UNPARALLELED JUNGLE SPECTACLE!  
AMAZING WILD ANIMAL ACTION!  
ROARING SERIAL THRILLS!

DARING HUNTER  
AND  
HIS JUNGLE QUEEN  
BATTLE DEADLY  
DANGERS!

# CONGO BILL

## KING OF THE JUNGLE

FANGS  
AND FURY  
ADVENTURE!

Based upon the comic strip, "Congo Bill," appearing in  
"Action Comics" magazine, created by WHITNEY ELLSWORTH

with **DON** **CLEO**  
**McGUIRE • MOORE**  
(as Congo Bill)

Jack Ingram • I. Stanford Jolley

Screenplay by GEORGE H. PLYMPTON, ARTHUR HOERL and LEWIS CLAY  
Directed by SPENCER BENNETT and THOMAS CARR  
Produced by SAM KATZMAN  
A COLUMBIA SUPER-SERIAL REPRINT

By Arrangement with National Comics Publications, Inc.



Ad Mat 202— 198 Lines (2 Cols. x 99 Lines)



**DON McGUIRE** (as Congo Bill)  
**CLEO MOORE**

Jack Ingram • I. Stanford Jolley

Reprint

Screenplay by GEORGE H. PLYMPTON,  
ARTHUR HOERL and LEWIS CLAY  
Directed by SPENCER BENNETT and THOMAS CARR  
Produced by SAM KATZMAN

Ad Mat 102— 76 Lines

SAVAGE AFRICA...  
FANGS BARED  
FOR ACTION!

... another  
"super" serial  
from Columbia!

# CONGO BILL

## KING OF THE JUNGLE

Based upon the comic strip,  
"Congo Bill," appearing in  
"Action Comics" magazine,  
created by WHITNEY ELLSWORTH

with

**DON McGUIRE**  
(as Congo Bill)  
**CLEO MOORE**

Jack Ingram • I. Stanford Jolley

A COLUMBIA SUPER-SERIAL Reprint

By Arrangement with National Comics Publications, Inc.

Screenplay by GEORGE H. PLYMPTON,  
ARTHUR HOERL and LEWIS CLAY  
Directed by SPENCER BENNETT and THOMAS CARR  
Produced by SAM KATZMAN

Ad Mat 103— 104 Lines



Mat 1-A (Cleo Moore  
and Don McGuire)



# CONGO BILL

## KING OF THE JUNGLE

### A COLUMBIA SERIAL

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